



THE LEGACY INITIATIVE
WHO WILL TELL YOUR STORY?

WHO WILL TELL **YOUR** STORY?

If you're reading this, you are a part of our history. You are part of the narrative that includes service to over 1,000,000 people through the grants of our organization as Wheat Ridge Foundation, Wheat Ridge Ministries and now, as **We Raise Foundation**. This legacy is deeply rooted in our collective belief that "from everyone who has been given much, much will be demanded," (Luke 12:48). We are called to serve others because we can, and because we can – we must.

For decades, **We Raise Foundation** has served as the agent of your generosity. Your gifts, applied through the We Raise process, have achieved significant impact on a host of issues in a multitude of communities. That has been the story we've written together.

As we imagine the future of our organization and the people we aim to serve after we are long removed from this earth, we must ask – who will tell our story? **We Raise Foundation** will be your legacy – your story – of valuing emerging leaders, creating healthy communities, and properly stewarding resources. Many years from now, through your generous commitment to **The Legacy Initiative**, your story will continue to unfold as someone who cared deeply for others. It would be our honor to tell your story.



With gratitude,

A handwritten signature in black ink that reads "Paul C. Miles". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Paul C. Miles
President and CEO

AN INVITATION TO JOIN A HISTORIC MOVEMENT

For more than 100 years, **We Raise Foundation** has tackled society's most pressing challenges. In the mid-1900s, this meant fighting health epidemics like tuberculosis. Today, we turn to the urgent challenges of poverty, violence, and inequality. This is a bold new path for **We Raise Foundation**—and we invite you to join us as, together, we address these critical issues. This is a historic opportunity to join forces with **We Raise Foundation** and other engaged citizens who recognize the seriousness of these matters and the importance of meaningful solutions.



IMPACT BY THE NUMBERS

We Raise has consistently served more than 40,000 people annually. In 2017, over 42,500 people were touched by a We Raise grant.

In 2017, over 8,100 individuals volunteered their time with grantees for a total of 147,184 hours!

Grant funding has increased by \$207,971 since 2013. Last year, We Raise awarded 64 grants totaling \$780,862.

We Raise received donations from 14,866 individuals during fiscal year 2017.



A LEGACY OF SERVICE

Our healing work began with a group of bright, ambitious young people who called themselves the Walther League. Formed in 1893 in Buffalo, N.Y., this youth organization brought together service-minded and faith-centered men and women who were committed to providing fellowship and leadership opportunities for young people within their communities.

In 1905, the Walther League rallied behind their first national effort: fighting the tuberculosis epidemic ravaging the United States and the world. The Walther League united to raise funds to establish the Wheat



Ridge Sanatorium, a treatment center that provided care for those suffering from the disease.

By the 1960s, the tuberculosis epidemic was under control in the United States, and the Sanatorium was officially closed. Proceeds from its sale eventually established Wheat Ridge Ministries. Today, We Raise Foundation remains true to our predecessor's legacy. While our specific priorities are shifting, our overall focus has remained the same—to provide organizations and leaders the opportunity to create and sustain healthy communities.

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A BOLD PATH FORWARD

Since our founding, we have been focused on creating healthy communities. But like all organizations in today's ever-changing world, we believe—now more than ever—that as the issues change, we need to change with them.

We believe that poverty, violence, and inequality are the greatest factors impacting communities, which is why we adapted our own mission. We have shifted our focus to the intersection of poverty, violence, and inequality—with a preference for solutions within the areas of education, workforce development, and



River City Community
Development Center

criminal justice—and funding non-profit, Christian organizations.

While our mission is evolving, our long-held principles have not changed. Our focus on faith, service, and responding to community needs—which have been our core principles since the days of the Walther League—remain central. We believe that the best way to celebrate and advance these values today is to focus on the priority areas listed below.



EDUCATION



CRIMINAL JUSTICE



WORKFORCE DEVELOPMENT

“WE BELIEVE **ALL PEOPLE DESERVE EQUAL ACCESS** TO BE EVERYTHING GOD INTENDED THEM TO BE.”

PAUL C. MILES
CEO/PRESIDENT

OUR PRIORITY AREAS



EDUCATION

The Issue: We believe equity in a quality educational experience provides the greatest opportunity to achieve stability and success. In short, education is a cornerstone to breaking the cycle of poverty, violence, and inequality.

The Need: Today, educational outcomes greatly vary by race: by the end of the fourth grade, Black, Hispanic, and low-income students in the U.S. are already two years behind their grade level. By the time they reach the 12th grade, they are four years behind.

Our Impact: We seek to support programs that level the educational playing field, including Christian schools, before and after school care, and tutoring programs for children in kindergarten through eighth grade who come from low-income households.



CRIMINAL JUSTICE

The Issue: We believe effective justice requires consequences for those who break the law, but often this results in a lifelong impact, ensuring the same behaviors. When inmates and ex-offenders are offered support and training upon re-entry, they are more likely to become integrated, contributing members of society.





WORKFORCE DEVELOPMENT

The Need: Approximately 80% of those who enter the criminal justice system cannot afford an attorney for their own defense.¹

Our Impact: We seek to support programs that interrupt this cycle and give hope for a brighter future—programs offering legal services to low-income individuals who would otherwise not be able to afford representation.

The Issue: We believe a robust and qualified workforce is central to building healthy individuals, families, and communities. Increasing employment opportunities remains central to breaking the cycle of poverty and crime, and restoring social harmony.

The Need: The federal poverty level is \$23,050 for a family of four. That's equivalent to \$10.60 per hour for a full-time worker.² A worker making the minimum wage of \$7.20 per hour would be below the poverty level.

Our Impact: We seek to support programs serving low-income women and men who desire the education, skills, and training required to acquire living-wage employment that enable them to support themselves and their families. We also seek to build economic opportunity within geographic communities affected by poverty, violence, and inequality.



Lawndale Christian
Legal Center

1. The Journal of Law and Ethics: http://www.jstor.org/stable/10.1086/320276?seq=1#page_scan_tab_contents

2. Edin, Kathryn. Shaefer, H. Luke. \$2 a Day: Living on Almost Nothing in America, Houghton Mifflin Harcourt, 2015, Print

OUR WORK

At We Raise, we're both a fundraiser and a grant-maker for Christian organizations. We are committed to providing grants to organizations that show a promising future and a strong focus on education, workforce development, or criminal justice initiatives.

In addition to financial resources, We Raise Foundation provides capacity-building support, connecting organizations with resources, networks, and solutions. Relationships grow as long-term goals are achieved. Working together, we see positive results!

**1,000,000
PEOPLE HAVE
BEEN SERVED
THROUGH OUR
GRANTS SINCE
1961.**

CASE STUDY

**Young people living in
troubled neighborhoods
gain hope and develop
self-worth**

A recipient of a We Raise Foundation grant, The Serve + Share H.O.P.E. (Helping Others Positively Engage) project is a partnership between Bridge City Community Church and Calvin Donaldson Elementary School (Chattanooga, Tenn.), where select fourth and fifth grade students work with Pastor Josh Woodrow to plan, purchase ingredients, and prepare regular warm meals

for children in the community. With support from We Raise, the program now brings hope to children in a crime-ridden, impoverished area.

“From a societal and familial perspective, these kids are ‘taught’ they are not going to amount to anything,” Woodrow says. “Serve + Share H.O.P.E. students gain new skills, and they begin to see value in their work and take pride in their accomplishments.”

Fifth grader Devonte says the best thing about his participation is the opportunity to help others. Devonte now takes the initiative to cook at home and sees a

future using his new skills. “I’m thinking about a cooking career,” Devonte says. “It’s really going to be a big break for me.”

Woodrow appreciates We Raise Foundation staff and their spiritual, emotional, and personal investment in his work. “The hope and confidence they’ve instilled in me, our programming strategy, and our future as an organization is just priceless,” he says.

Thanks to the generosity of We Raise donors, we can support grantees like Pastor Woodrow as they bring health, hope, and self-worth to their communities.



SERVE + SHARE H.O.P.E
STUDENTS **GAIN NEW
SKILLS AND BEGIN
TO SEE VALUE IN
THEIR WORK**

CASE STUDY

Prison inmates see a brighter future upon their release



Chopping for Change is a cooperative effort between Cleveland-based Lutheran Metropolitan Ministry (LMM), the Ohio Department of Rehabilitation and Correction, and the Cuyahoga County Office of Re-Entry. Bryan Mauk, LMM’s director of social enterprise programs, developed the nine-month intensive program for inmates preparing to reintegrate into society.

A grant from We Raise helps fund aspects of the three-phase program: work experience/therapeutic services, trade skill development (culinary arts), and release and case management. The goal: facilitate inmates’ re-entry experience and decrease recidivism.

Ashley, a member of the first Chopping for Change cohort, appreciated the opportunity to venture outside the prison walls and work with people with real-life experience. “I feel like this program will keep us out [of jail] because it’s giving us hope—it’s giving us a chance to see our skills and what we can actually do when we leave here.”



Thanks to We Raise donors, Northeast Reintegration Center inmates can plan for a better future. “We’re so grateful for this program,” Ashley says. “Please continue to fund programs like this so more people can have this opportunity. We need this.”

THIS PROGRAM GIVES
US “**A CHANCE TO
SEE OUR SKILLS**
AND WHAT WE CAN
ACTUALLY DO”

CASE STUDY:

AMT program helps break down barriers to success

After 20 years at a Chicago-area bakery production plant, Ed Curra was laid off. The plant eventually closed, and he and his wife depended on his part-time earnings and savings to get by. Curra wasn't ready to retire and tried to position himself for jobs by studying for and receiving an electromechanical maintenance certification. But it wasn't enough. "Most of the jobs I'd been applying for, the companies said they wanted a journeyman," he says.

Through a connection at the Veterans

"THIS HAS **GIVEN ME
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WHILE"

Administration, Curra learned about the Advanced Manufacturing Training (AMT) program at Bethel New Life (Chicago, Ill.), a recent We Raise Foundation grantee. AMT is a comprehensive job training program that helps low-income individuals on Chicago's West Side improve their ability to compete for living-wage jobs and careers. Curra was accepted into the program and completed the requirements in July 2017.

Initiated in 2013, the AMT program is intense: participants meet for 22 weeks,



three days a week for four hours each day. At completion, participants earn three Level 1 computer numerical control certifications.

For Curra, the process was worth it and the program was the perfect fit. “It’s really hands on: there’s attention paid to us that I’ve never really experienced in an education-type setting,” he says. “We have a small group of six and they take us to the [training] site as a group, so we have a tight bond.”

Roxanne Charles, Director of Workforce Development at Bethel New Life since 2015, has enhanced the program by developing

a consistent training schedule and incorporating employer-based feedback for the type of content delivered. Charles has also added a one-week orientation.

“It was a challenge to get individuals engaged beyond the scheduled period of participation—we were at 70% completion,” she says. “The orientation is structured to see if they can make the commitment we need them to make, and incorporates personality tests, stress indicators, work environment simulation, and technology aptitude tests.” Two years after instituting the orientation, AMT has a 100% completion rate.

Curra is grateful for the people who have helped him. “Everyone at the training site is very supportive and the folks at Bethel New Life help with resumes, interviewing, and job placement,” he says. “Everything that I need or questions I need answered, I can get in one place.”

A UNIQUE OPPORTUNITY

At **We Raise Foundation**, we're both a fundraiser and a grant-maker for Christian organizations.

But we provide more than money, as we continue to support grantees with resources, networks, and solutions to create and sustain healthy communities.

This means our donors receive a tremendous return on their investment. A gift to We Raise allows us to offer our grantees:

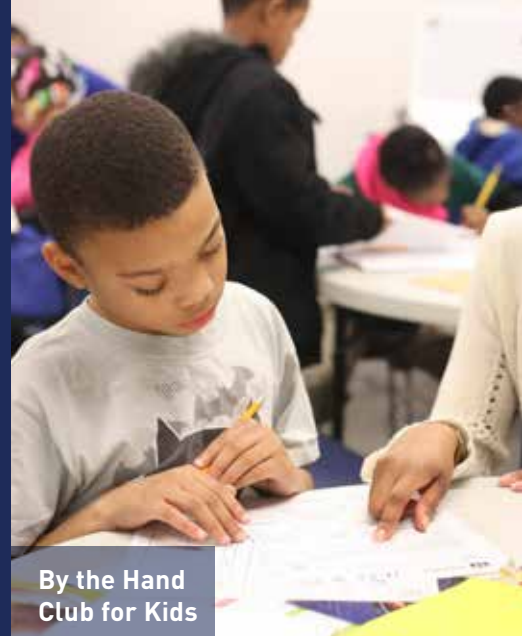
Grants to help them **achieve their short and long-term goals**

Ongoing advising to **build their internal capacity**, widen their impact, and ensure program success

Support with their own crowdfunding campaigns, allowing them to secure more long-term donors to their program

Prospect research and wealth screening services to help them optimize their fundraising potential

Networking and access to key advisors and funders





TELLING YOUR STORY

In order to build our new vision—and to help Devonte, Ashley, Ed, and the countless other individuals who are impacted on a daily basis by issues of poverty, violence, and inequality—we must have sufficient resources.

What you leave to others through We Raise Foundation - and the rippling impact of the work of our grantees - is part of your legacy. Please join us as we launch **The Legacy Initiative** for **We Raise Foundation**. **OUR GOAL: TO RAISE \$10 MILLION** in newly established planned gifts, significantly expanding and increasing We Raise Foundation's investment portfolio *and* our ability to help create and sustain healthy communities.

HOW YOU CAN MAKE AN IMPACT BY PLANNING A GIFT FOR WE RAISE FOUNDATION:

Give an outright gift of cash or securities.

For gifts of cash you are entitled to an income tax deduction up to 50 percent of your Adjusted Gross Income (AGI) with a five-year carryover period for any excess. For gifts of long-term appreciated securities, the limit is 30 percent of AGI, and you will avoid the capital gains tax that would have applied had you sold them.

Give a life income gift to We Raise Foundation.

You can receive a lifetime income, in addition to various tax benefits, from making a gift to one of our life-income plans. For instance, you will receive a current income tax deduction for the present value of the eventual gift, subject to the same contribution ceilings mentioned above,

and you may reduce or eliminate capital gains tax on long-term appreciated assets. On the death of the income beneficiary (you and/or another person), We Raise will have use of the funds to further its support of programs at the intersection of poverty, violence, and inequality. Life income plans include:

CHARITABLE GIFT ANNUITY

In exchange for a gift of cash or securities, we will agree to pay you a fixed annual income for your lifetime, backed by the assets of We Raise Foundation. This income may start now or at a later date, such as retirement. The rate of the annuity is based on the ages of the annuitants (you or another person). You will incur no immediate capital gain on the transfer of appreciated securities and part of your annuity payment will be tax-free.

CHARITABLE REMAINDER TRUST

We are happy to work with you and your financial advisors to create an individual income arrangement that suits your unique circumstances. For example, you may choose a fixed or fluctuating payment, the rate of income and many other features to suit your particular needs. You will incur no capital gains tax on the initial transfer of long-term, appreciated securities or real estate into the trust.

Give a gift of a new or existing life insurance policy.

Many people have life insurance policies that exceed their current needs. Such policies can be given to We Raise Foundation, and you may take an income tax deduction for the cash surrender value. Plus, the annual premiums on a new or existing policy given to We Raise Foundation irrevocably may also be tax deductible.

Give a gift of a charity held life insurance policy. (*The most attractive contribution avenue by We Raise supporters.)

Life insurance can be an excellent tool for charitable giving and allows you to make a much larger gift to We Raise than you might otherwise be able to afford. To use this strategy, you would allow We Raise to purchase an insurance policy on your life. You would make annual tax-deductible gifts to We Raise in an amount equal to the premium, and We Raise would pay the premium to the insurance company. Although the cost to you (your premiums) is relatively small, the amount We Raise will receive (the death benefit) can be quite substantial. Even small gifts can be leveraged into a relatively large endowment for We Raise with this strategy.

Give a gift of an income stream.

You can provide annual payments to We Raise Foundation from a pool of income-producing assets—a charitable lead trust—that later will be returned to you or distributed to your heirs. This plan allows you to transfer assets to family members at a reduced value while providing meaningful support to our mission for a number of years and receiving a current tax deduction.

Give a gift in your will or living trust.

A simple charitable bequest can provide very meaningful support to our mission as well as reduce the amount of estate and inheritance taxes paid. Bequests may be specific, proportional, or residual in nature.

Give a gift of retirement benefits.

Naming We Raise Foundation as primary, partial, or contingent beneficiary of your retirement plan is a simple, practical gift idea. See your personnel office for the proper forms. Donors over age 70½ are permitted to transfer to charity up to \$100,000 per year directly from an IRA without counting it as income on their federal income tax.

Give a creative combination of these gifts.

You also have the ability to provide a planned gift through a combination of the options presented on these pages. For instance, life income gifts may be established through your will or living trust, giving you the flexibility to change your mind during your lifetime and yet providing a substantial charitable estate tax deduction for taxable estates.

When you support this exciting initiative, please know that your gift will...

- **BE TREATED LIKE A FUND**, carefully invested across the board to achieve true diversity and highest impact.
- **SOLIDIFY OUR FINANCIAL POSITION** and provide more resources in support of our bold vision.
- **BROADEN OUR CAPACITY** to make more grants to more deserving organizations.
- **ENSURE OUR SOLUTION-FOCUSED APPROACH** in communities across the country will continue for years to come.



By the Hand Club for Kids



For more information on how you can make a difference for others through We Raise Foundation, contact:

Heather Klein Olson
Vice President for Advancement

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